

Amendments to the Claims

Please amend the claims to read as provided below:

- 1.-4. (Canceled)
5. (Currently amended) A method for distribution of advertising that comprises:
combining a data file that produces an advertising message when processed with a data file that
produces a performance of a musical composition when processed; and
providing the combined file to a user in a format that enables the combined file to be saved for
later playback at the user's convenience.
6. (Original) A method according to claim 5 wherein the files are combined by use of a sound
editor.
7. (Original) A method according to claim 5 wherein the files are combined by use of a
hexadecimal editor.
8. (Currently amended) A method for distribution of music ~~which comprises providing by a~~
server connected to a computer network, the method comprising:
receiving permitting message data files to be provided for a fee paid by the party providing the
message[[],];
receiving licensed-purchasing rights to multimedia data files; from owners of such rights
thereby obtaining licensed data files;
combining the licensed multimedia data files with message data files to provide combined files;
and
making combined ~~message and licensed data~~ files available to ~~endusers~~ end users for download
to a computer by connection to the network server.
9. (Currently amended) A method according to claim 8 wherein at least one of the multimedia
files comprises a musical composition.
10. (Currently amended) A method according to claim 8 wherein the multimedia data files are-is
~~an~~ MP3 files each comprising a musical composition.

11. (New) The method of claim 8, further comprising determining a royalty payment to a provider of a multimedia data file based at least in part on a number of downloads of the multimedia data file.
12. (New) The method of claim 8, further comprising receiving from said party providing the message a selection of multimedia data files to be combined with that message.
13. (New) The method of claim 8, further comprising receiving from said party providing the message a selection of a genre of multimedia data files to be combined with that message.
14. (New) A network-accessible download service that comprises:
at least one network server configured to provide a web site having audio files available for download by web site visitors,
wherein one or more of the audio files include an embedded audio message from a sponsor.
15. (New) The network-accessible download service of claim 14, wherein the web site determines royalties payable to persons from which distribution rights for the audio files have been obtained.
16. (New) The network-accessible download service of claim 15, wherein the royalty is based at least in part on a number of times an audio file is downloaded.
17. (New) The network-accessible download service of claim 14, wherein the sponsor is someone other than an operator of the web site.
18. (New) The network-accessible download service of claim 17, wherein the sponsor is someone other than an artist or author of the audio file.
19. (New) The network-accessible download service of claim 14, wherein the sponsor is someone who has paid an operator of the web site to embed a message in one or more audio files.
20. (New) The network-accessible download service of claim 14, wherein the web site is configured to accept uploads of audio files and sponsor messages.
21. (New) The network-accessible download service of claim 20, wherein the web site is configured to embed at least one sponsor message in an uploaded audio file before making that audio file available for download.

22. (New) The network-accessible download service of claim 14, wherein said audio files include musical performances.
23. (New) The network-accessible download service of claim 14, wherein the audio files are downloadable in a compressed audio format.
24. (New) A playback method that comprises:
downloading an audio file with an audible advertisement from a web site to a computer; and
transferring the audio file from the computer to an external playing device that plays the audible advertisement when playing the audio file.
25. (New) The method of claim 24, wherein the external playing device plays the audible advertisement each time it plays the audio file.
26. (New) The method of claim 25, wherein the audio file includes a song or single.
27. (New) The method of claim 24, wherein the audible advertisement is provided by a sponsor other than an artist or author of the audio file.
28. (New) The method of claim 27, wherein the audible advertisement is appended at the beginning of the audio file after the audio file is received by the web site, but before the audio file is made available for downloading.
29. (New) The method of claim 24, wherein the audio file is saved on said computer in MP3 format.